

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Public Health	(2) MEETING DATE 2/26/2013	(3) CONTACT/PHONE Penny Borenstein / 781-5519	
(4) SUBJECT Request to approve and direct chairperson to sign an application submission to Covered California to receive approximately \$300,000 in funding to educate eligible residents about the health benefits exchange; and to authorize the Health Agency Director or Health Officer to apply for additional related funding opportunities.			
(5) RECOMMENDED ACTION It is recommended that the Board: 1) Approve and direct the chairperson to sign an application submission to Covered California to receive approximately \$300,000 in funding to educate eligible residents about the health benefits exchange. 2) Authorize the Health Agency Director or Health Officer to apply for additional related funding opportunities.			
(6) FUNDING SOURCE(S) State	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? N/A
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW Reviewed by Leslie Brown			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Jeff Hamm, Health Agency Director
Penny Borenstein, MD, MPH, Health Officer

DATE: February 26, 2013

SUBJECT: Request to approve and direct chairperson to sign an application submission to Covered California to receive approximately \$300,000 in funding to educate eligible residents about the health benefits exchange; and to authorize the Health Agency Director or Health Officer to apply for additional related funding opportunities.

RECOMMENDATION

It is recommended that the Board:

- 1) Approve and direct the chairperson to sign an application submission to Covered California to receive approximately \$300,000 in funding to educate eligible residents about the health benefits exchange.
- 2) Authorize the Health Agency Director or Health Officer to apply for additional related funding opportunities.

DISCUSSION

The Public Health Department has been working with a large group of partners and stakeholders on the goal of achieving a smooth transition to an expanded private and public health insurance market expected to begin January 2014 under the provisions of the Patient Protection Affordable Care Act (ACA). The workgroup evolved from the Low-Income Health Program (LIHP) workgroup who came together over the course of calendar year 2011 to advise on the feasibility and wisdom of the County's participation in a LIHP. Though the County ultimately decided not to pursue a LIHP, the workgroup decided that there are still many issues in need of collaborative planning vis-à-vis health care reform.

Objectives of the continuing group, now known as the ACA Planning Workgroup, include the development and support of an adequate provider network; coordinating outreach, education and enrollment efforts; support of enrollment retention; and improving health care system utilization.

Data analysis of the forthcoming eligible population indicates that as many as 37,000 citizens of this county may comprise the newly eligible/mandated health insurance population, split roughly equally between Medi-Cal and the state's health benefits exchange, known as Covered California.

Covered California released notice of this *Outreach and Education grant* on January 25, 2013, held a bidders' conference on February 6, 2013, and set an application due date of March 4, 2013. The goal of the grant is stated as follows "Educate eligible Californians about Covered California and collect leads for Assistants and the Service Center who will perform application assistance."

Objectives of the grant are to:

1. Ensure participation of organizations with trusted relationships with the uninsured markets that represent the cultural and linguistic diversity of the state.

2. Deliver a cost-effective program that promotes and maximizes enrollment.
3. Disseminate clear, accurate and consistent messages to target audiences that eliminate barriers, increase interest and motivate consumers and small businesses to enroll into coverage.

The Public Health Department has commitments from many organizations to work in partnership toward implementing the goal and objectives of the grant, and as such plans to target the diverse and multifaceted population for educational messaging through these partners. Targeted partners represent health care provider groups, educational entities, human service organizations, the business community, and faith-based organizations.

It is anticipated that this grant opportunity is the first among several that are related to local coordination and outreach and education efforts connected to implementation of the ACA. Thus, this request to the Board is for approval to apply for this particular grant release as well as others that are expected in the short term, such as from Blue Shield of California Foundation, The California Endowment, and the Covered California Assistants program.

OTHER AGENCY INVOLVEMENT/IMPACT

The subgroup of the ACA Planning Workgroup dedicated to the outreach, education, and enrollment aspect of the ACA thus far includes individuals from the Partnership for Excellence in Family Support, First 5 San Luis Obispo, Community Action Partnership San Luis Obispo, CenCal Health, Lucia Mar Unified School District, and Diringer & Associates. Other organizations that have expressed interest in participating include the San Luis Obispo County Medical Association, the San Luis Obispo Chamber of Commerce, and The United Way. Additional efforts are underway to engage faith-based organizations, institutions of higher education, additional school districts, chambers of commerce, and service clubs.

FINANCIAL CONSIDERATIONS

The minimum amount of funding for any grantee is set at \$250,000. The total estimate of grant funds for the county is \$301,600. Funding will be used to hire personnel to support the implementation efforts of the grant. Depending on the amount of the award, some partners may be asked to participate as subcontractors to reach difficult to access sub-populations.

The actual budget, contract, and any subcontracts, should this grant application be successful, will be brought back to your Board for approval.

RESULTS

The expected results are as follows:

- Educate approximately 10,000 eligible residents through direct educational sessions
- Provide roughly 35,000 educational brochures, presentations, messages through social media, and individual contacts

The overall results from this initiative will further the County vision of a healthy, well-governed community.